Amendments to the Claims

This listing of claims will replace all prior versions, and listing, of claims in the application:

1.   (Previously Presented) A method for communicating with customers, comprising:

obtaining billing information for a customer from a database comprising customer profiles, customer billing information, non-billing information profiles, and a set of classifications that correlate to customer traits;

obtaining non-billing information pertinent to the customer;

assigning applicable classifications from the set of classifications to customers and to selected non-billing information;

recording the applicable classifications in customer profiles and in respective non-billing information profiles in the database;

combining the billing information and the non-billing information to create a customized communication, wherein combining the billing information and the non-billing information comprises positioning the non-billing information within the customized communication between a customer identifier located at the beginning of the communication and a billing amount located at the end of the communication;

giving the customer an option not to receive any non-billing information, in response to which the customized communication for the customer omits the non-billing information; and

conveying the customized communication to the customer.

2 - 6.   (Cancelled)

7.   (Previously Presented) The method of claim 1, wherein the customized communication comprises a newsletter.

8.   (Previously Presented) The method of claim 1, wherein conveying the customized communication to a customer comprises providing printed material to the customer via a delivery system.

9.   (Previously Presented) The method of claim 7, wherein conveying the customized communication to a customer comprises providing the customized newsletter to the customer electronically.

10.   (Previously Presented) A system for communicating with customers comprising:

computer readable media for combining billing information and non-billing information to create a customized communication, wherein the non-billing information is located at a position within the customized communication that is between a customer identifier located at the beginning of the communication and a billing amount located at the end of the communication,

the computer readable media comprising a set of classifications correlated to customer traits and wherein applicable classifications are assigned to customers and to the non-billing information;

the computer readable media further comprises instructions for assigning applicable classifications to customers and to the non-billing information, the classifications including an option for a customer not to receive the customized communication; and

a computer system having a processor and a data store associated therewith, the computer system being in communication with the computer readable media and a relational database system.

11. (Previously Presented) The system of claim 10, wherein the computer system comprises:

a combination of a server connected to a network for communicating with a terminal connected to the network; and

a terminal connected to the network.

12 - 17. (Cancelled)

18. (Previously Presented) The system of claim 10, wherein the customized communication comprises a newsletter.

19. (Previously Presented) The system of claim 18, further comprising a printer in communication with the computer system, wherein the printer is capable of printing the customized newsletter.

20.   (Previously Presented) The system of claim 18, wherein the customized newsletter is conveyed to a customer electronically.

21.   (Previously Presented) The method of claim 1, wherein obtaining non-billing information pertinent to the customer comprises selecting non-billing information related to the customer from a non-billing information profile according to a set of classifications stored in the non-billing information profile that is identical to a set of classifications stored in a customer profile corresponding to the customer.

22.   (Previously Presented) The system of claim 10, wherein the relational database system comprises:

a customer table, wherein the customer table comprises customer information, unique customer identifiers, and classifications assigned to customers,

a billing information table, wherein the billing information table comprises unique customer identifiers and customer billing information, and has a relationship to the customer table based on the unique customer identifiers,

a non-billing information table, wherein the non-billing information table comprises non-billing information and classifications assigned to the non-billing information, and has a relationship to the customer table based on the classifications, and

a report that combines billing information for a customer with non-billing information that possesses an assigned classification matching an assigned

classification of the customer, to create the customized communication for the customer.

23.   (Previously Presented) The method of claim 1, wherein the non-billing information pertinent to the customer comprises news information pertinent to the geographical region in which the customer resides.

24.   (Previously Presented) The system of claim 10, wherein the non-billing information comprises news information pertinent to the geographical region in which the customer resides.

25.   (Previously Presented) A method for communicating with customers, comprising:

obtaining billing information for a customer from a database comprising customer profiles, customer billing information including a customer identifier, billing amounts, and non-billing information profiles;

obtaining non-billing information pertinent to the customer; and

combining the billing information and the non-billing information to create a customized communication for delivery to the customer, wherein combining the billing information and the non-billing information comprises positioning the non-billing information within the customized communication at a location relative to the location of the billing information in the customized communication that varies from locations of the non-billing information relative to the billing

information in at least one prior customized communication to the customer, whereby the billing

information is not always in the same area of the customized communications,

so as to induce the customer to read the non-billing information while searching for the

billing information.

26.   (Previously Presented) The method as in Claim 25, further comprising

positioning the customer identifier in a fixed location at the beginning of the customized

communication.

27.   (Previously Presented)   The method of Claim 1, further comprising:

positioning the non-billing information at a location relative to the location of the billing

information in the customized communication that varies from the location relative to the billing

information in at least one prior customized communication to the customer, so that the billing

information is not always in the same area of the customized communications.